LISTING OF CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

WHAT IS CLAIMED IS:

1.   (currently amended) A method of processing multiple electronic transactions at a hub server comprising:

~~Maintaining~~ maintaining a vendor product information database of product information from multiple vendors at said hub server;

~~Said~~ said product information being accessible by a ~~number~~ plurality of affiliate web sites;

~~Maintaining~~ maintaining an affiliate web site database at said hub server;

~~Maintaining~~ maintaining a buyer profile database of buyer information of one or more buyers, including a particular buyer, at said hub server;

receiving a purchase request at said hub server, wherein said purchase request originated at one of said affiliate web sites and includes a buyer identifier, an affiliate web site identifier and at least one of a product identifier and a category identifier;

~~Combining stored buyer information of said particular buyer~~ combining a plurality of information associated with said buyer identifier and stored within said buyer profile database with ~~product selection~~ said purchase request received from one of said affiliate web sites ~~upon a condition that a purchase request of said particular buyer is received, resulting in~~ to facilitate creating combined purchase order information ~~being sent to the hub server~~; and[[,]]

~~Forwarding said~~ forwarding said combined purchase order information from said hub server to ~~a vendor~~ one of said multiple vendors, such that said purchase request is completed while said buyer is on said affiliate web site.

2.   (currently amended)   The method of claim 1 ~~wherein said particular buyer information is stored in said buyer profile database~~ further comprising:

receiving at said hub server from said affiliate web site a first time purchase request from said particular buyer;

sending from said hub server to said affiliate web site a buyer information form;

receiving at said hub server said buyer information form for said particular buyer; and

storing said buyer information form for said particular buyer in said buyer profile database during a first purchase by said particular buyer at an affiliate web site, wherein said buyer information form includes a shipping address, shipping method and credit card payment information for said particular buyer.

3.   (currently amended) The method of claim 1 wherein said step of forwarding said combined purchase order information from said hub server to a vendor comprises:

~~Dynamically~~ dynamically creating computer code needed to submit [[a]] said purchase request upon a condition that said particular buyer selects a submit icon displayed on a web page; and[[,]]

~~Inserting~~ inserting said computer code and a tag into said web page ~~with a tag~~.

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4.   (currently amended) The method of claim 2 wherein said step of forwarding said combined purchase order information from said hub server to a vendor comprises:

~~Dynamically~~ dynamically creating computer code needed to submit [[a]] said purchase request upon a condition that said particular buyer selects a submit icon displayed on a web page; and[[,]]

~~Inserting~~ inserting said computer code and a tag into said web page ~~with a tag~~.

5.   (original) The method of claim 3 wherein said computer code is one or more of HTML code and JavaScript; and, wherein said tag is one or more of an <IFRAME> and JavaScript.

6.   (original) The method of claim 4 wherein said computer code is one or more of HTML code and JavaScript; and wherein said tag is one or more of an <IFRAME> and JavaScript.

7.   (currently amended) A method of processing multiple electronic transactions at a hub server comprising:

~~Maintaining~~ maintaining a vendor product information database of product information from multiple vendors at said hub server;

~~Said~~ said product information being accessible by a ~~number~~ plurality of affiliate web sites;

~~Maintaining~~ maintaining an affiliate web site database at said hub server;

~~Maintaining~~ maintaining a buyer profile database of buyer billing and shipping information of one or more buyers, including a particular buyer, at said hub server;

receiving a purchase request at said hub server, wherein said purchase request originated at one of said affiliate web sites and includes a buyer identifier, an affiliate web site identifier and at least one of a product identifier and a category identifier;

~~Combining~~ combining stored buyer billing and shipping information of said particular buyer with ~~product selection~~ said purchase request received from one of said affiliate web sites ~~upon a condition that a purchase request of said particular buyer is received, resulting in~~ to facilitate creating combined purchase order information;

~~Recording~~ recording said combined purchase order information at said hub server; and,

~~Forwarding~~ forwarding said combined purchase order information from said hub server to ~~a vendor~~ one of said multiple vendors.

8.   (currently amended) The method of claim 7 ~~wherein said particular buyer billing and shipping information is stored in said buyer profile database~~ further comprising:

receiving at said hub server from said affiliate web site a first time purchase request from said particular buyer;

sending from said hub server to said affiliate web site a buyer information form;

receiving at said hub server said buyer information form for said particular buyer; and

storing said buyer information form for said particular buyer in said buyer profile database during a first purchase by said particular buyer at an affiliate web site, wherein the buyer information includes a shipping address, shipping method and credit card payment information for said particular buyer.

9. (currently amended) The method of claim 7 wherein said step of forwarding said combined purchase order information from said hub server to a vendor comprises:

~~Dynamically~~ dynamically creating computer code needed to submit [[a]] said purchase request upon a condition that said particular buyer selects a submit icon displayed on a web page; and[[,]]

~~Inserting~~ inserting said computer code and a tag into said web page ~~with a tag~~.

10. (currently amended) The method of claim 8 wherein said step of forwarding said combined purchase order information from said hub server to a vendor comprises:

~~Dynamically~~ dynamically creating computer code needed to submit [[a]] said purchase request upon a condition that said particular buyer selects a submit icon displayed on a web page; and[[,]]

~~Inserting~~ inserting said computer code and a tag into said web page ~~with a tag~~.

11. (original) The method of claim 9 wherein said computer code is one or more of HTML code and JavaScript; and wherein said tag is one or more of an <IFRAME> and JavaScript.

12. (original) The method of claim 10 wherein said tag is one or more of an <IFRAME> and JavaScript; and wherein said tag is one or more of an <IFRAME> and JavaScript.

13-17. (cancelled)

18.   (currently amended) A method of processing multiple electronic transactions at a hub server comprising:

~~Accessing~~ accessing vendor product information from a vendor web site;

~~Storing~~ storing said vendor product information at said hub server;

~~Transferring~~ transferring said vendor product information to a ~~number~~ plurality of affiliate web sites;

~~Receiving~~ receiving buyer billing and shipping information of one or more buyers, including a particular buyer, from said plurality of affiliate web sites;

~~Storing~~ storing said buyer billing and shipping information at said hub server;

~~Receiving~~ receiving at said hub server from one of said affiliate web sites a purchase request of said particular buyer ~~from one of said affiliate web sites~~ for a selected product;

~~Combining~~ combining said stored buyer billing and shipping information of said particular buyer with said selected product ~~selection~~ information received from said affiliate web site ~~resulting in~~ to facilitate creating combined purchase order information; and[[,]]

~~Forwarding~~ forwarding said combined purchase order information from said hub server to said vendor web site.

19.   (currently amended) A method of enabling multiple and different remote Internet resident affiliate web sites to allow users to effect purchases at a separate vendor web site comprising:

A. ~~Storing,~~ storing, in a database at a hub server, specific buyer information, ~~including~~ that includes billing and shipping information;

B. ~~Generating a number~~ generating a plurality of templates, each template corresponding to at least one of a product [[(or]] and a product category[[)]] to be displayed on an affiliate web ~~page~~ site;

C. ~~Receiving~~ receiving at said hub server, a cookie, said cookie ~~identifying a prospective buyer, said affiliate site, said product and optionally said vendor site~~ includes a prospective buyer identifier, an affiliate web site identifier and a product identifier;

D. ~~Dynamically~~ dynamically creating a <FORM> ~~including all~~ that includes purchase transaction information ~~necessary to effect a~~ to facilitate transacting a purchase transaction;

E. ~~Returning~~ returning a picture of said product with a submit image and said <FORM> to said ~~particular user; and,~~ affiliate web site;

receiving at said hub server said <FORM> from said affiliate web site; and

F. ~~Forwarding~~ forwarding from said hub server a purchase request for said product to be shipped to said buyer to a vendor ~~upon a condition that said <FORM> is submitted to said hub server~~ web site.

20.   (cancelled).

21.   (currently amended) The method of claim 19 further comprising:

G. ~~Arranging~~ arranging said picture of said product and [[a]] said submit image on ~~screen~~ a screen such that a purchase request can be initiated by selecting said submit image.

22.   (currently amended) The method of claim 19 wherein said ~~<form>~~ <FORM> includes ~~product code, price, affiliate ID and vendor ID~~ a product code, a product price, an affiliate web site identifier and a vendor web site identifier.

23.   (currently amended) ~~In system of electronic commerce in which a central hub server stands between a number of affiliate web sites and a number of vendor web sites to execute sales of~~ A method of executing purchase sales of vendor products featured on ~~said~~ a plurality of affiliate web sites, [[a]] wherein a central hub server is coupled in communication to the plurality of affiliate web sites and a plurality of vendor web sites, said method comprising:

associating a ~~number~~ plurality of affiliate web sites with said hub server;

selecting, at ~~said~~ a particular affiliate web ~~sites~~ site, products offered by vendors;

displaying selected products to users on said plurality of affiliate web ~~pages~~ sites;

~~causing identifiers of~~ sending a sale request that includes a buyer identifier, an affiliate web site identifier, a product[[,]] identifier and a vendor web site, ~~to be sent~~ identifier to said hub server in ~~response to~~ the event a buyer ~~that browses an~~ selects a vendor product displayed on said particular affiliate web site ~~clicking on a displayed vendor product~~;

searching a database at said hub server ~~to find~~ for a product picture ~~of said product, its current~~, a current product price and previously stored buyer credit card information and shipping address ~~of said buyer~~ associated with said buyer identifier;

sending, from said hub server to said buyer at said particular ~~user~~ affiliate web site, a form including said product picture ~~of said product, its~~, said current product price and a submit icon superimposed on said product picture;

returning said form, from said buyer <u>at said particular affiliate web site</u> to said hub server, <s>upon a condition that</s> <u>in the event</u> said buyer clicks on said submit icon;

debiting, at said hub server, said buyer's credit card with said purchase price;

crediting said vendor <u>web</u> site with <s>a sale</s> <u>an amount that is substantially equal to said current product price</u> less a commission credited to said <u>particular</u> affiliate <u>web</u> site;

submitting <u>from said hub server</u> to said vendor [[all]] <u>web site</u> information <s>necessary to make</s> <u>to facilitate transacting</u> a purchase[[:]]<u>, wherein said information includes a</u> product code, <u>a product</u> price, <s>affiliate site, vendor ID , buyer ID</s> <u>an affiliate web site identifier, a vendor web site identifier, a buyer identifier</u> and shipping address; <s>and,</s>

processing said sale <u>request</u> at said vendor <s>site, including</s> <u>web site; and</u>

shipping said product to said shipping address in said form.

24.   (currently amended) The method of claim 18 wherein said step of transferring said <u>vendor</u> product information to a <s>particular user includes</s> <u>plurality of affiliate web sites further comprises</u> selecting said product information randomly within a category.

25.   (currently amended) The method of claim 19 wherein said step of generating a <s>number</s> <u>plurality</u> of templates, each template corresponding to <u>at least one of</u> a product <u>and a product category</u> to be displayed at an affiliate web site <s>includes</s> <u>further comprises</u> selecting a product randomly within a category.

26.   (currently amended) The method of claim 18 wherein said step of transferring said product information to a particular user ~~includes~~ further comprises selecting said product based on one or more of a buyer's profile, affiliate site and category.

27.   (currently amended) The method of claim 19 wherein said step of generating a ~~number~~ plurality of templates, each template corresponding to at least one of a product and a product category to be displayed at an affiliate web site ~~includes~~ further comprises selecting said product based on one or more of a buyer's profile, affiliate site and category.

28.   (currently amended) The method of claim 1 wherein said step of forwarding said combined purchase order information from said hub server to a vendor ~~includes~~ further comprises selecting said vendor based on at least one of a price [[or]] and an aggregation efficiency.

29.   (currently amended) The method of claim 7 wherein said step of forwarding said combined purchase order information from said hub server to ~~a vendor includes~~ one of said multiple vendors further comprises selecting ~~said vendor~~ one of said multiple vendors based on at least one of a price [[or]] and an aggregation efficiency.

30.   (currently amended) The method of ~~claim 8~~ claim 18 wherein said step of forwarding said combined purchase order information from said hub server to [[a]] said vendor ~~includes~~ web site further comprises selecting said vendor based on at least one of a price [[or]] and an aggregation efficiency.

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31.   (new) The method of claim 1 further comprises receiving said purchase request at said hub server, said purchase request includes a vendor identifier.

32.   (new) The method of claim 7 further comprises receiving said purchase request at said hub server, said purchase request includes a vendor identifier.

33.   (new) The method of claim 19 further comprises receiving said purchase request at said hub server, said purchase request includes a vendor identifier.